

ORDER



WAVY

| | | |
|---------------|----------------------|-----------------------------|
| Orders | Order / Rev: | 218463 |
| | Alt Order #: | 06868908 |
| | Product Desc: | 10/30-11/6 BARACK OBAMA 60S |
| | Estimate: | 2265 |
| | Flight Dates: | 10/30/12 - 11/06/12 |
| | Original Date / Rev: | 10/29/12 / 10/29/12 |
| | Order Type: | REG |

| | |
|---------------|--------------------|
| Primary AE: | Petry Philadelphia |
| Sales Office: | P-PHI |
| Sales Region: | Nat |

| | | |
|---------------|------------------|--------------------------------------|
| Agency | Name: | Greer Margolis & Mitchell |
| | Buying Contact: | |
| | Billing Contact: | |
| | | 1010 Wisconsin Avenue Northwest |
| | | Washington, DC 20007 |

| | |
|--------------------|-----------|
| Billing Type: | Cash |
| Billing Calendar: | Broadcast |
| Billing Cycle: | EOM/EOC |
| Agency Commission: | 15% |

| | | |
|------------|----------------|---------------------------|
| Advertiser | Name: | POL/Obama For America (D) |
| | Demographic: | A35+ |
| | Product Codes: | PL1 |
| | Priority: | P3 |
| | Revenue Codes: | AGY, POL, POL-CAND |

| | |
|-------------------------|--------------------|
| New Business Thru: | |
| Order Separation: | 00:15:00 |
| Advertiser External ID: | IN13209 |
| Agency External ID: | IN117/SP159/AL1336 |

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 10/29/12 | 11/06/12 | 14 | \$14,400.00 | \$12,240.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|--------------------|-------------|
| November 2012 | 14 | \$14,400.00 | \$12,240.00 | 0.00 |
| Totals | 14 | \$14,400.00 | \$12,240.00 | 0.00 |

Account Executives

| | | | | |
|--------------------|--------------|--------------|-------------------------------|---------|
| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
| Petry Philadelphia | | | Start Of Order - End Of Order | 100% |

Order Share

| Order Share | Share | Total |
|-------------|-------|-------------|
| WAVY | 19% | \$14,400.00 |
| Market | 100% | \$75,789.47 |

Competitive Share

| Competitive Share | Share | Total |
|-------------------|-------|-------------|
| CABLE | 0% | \$0.00 |
| NFLWS | 0% | \$0.00 |
| UNKWN | 0% | \$0.00 |
| WGNT | 14% | \$10,610.53 |
| WHRO | 0% | \$0.00 |
| WPEN | 0% | \$0.00 |
| WPXV | 0% | \$0.00 |
| WTKR | 16% | \$12,126.32 |
| WTVZ | 11% | \$8,336.84 |
| WVBT | 26% | \$19,705.26 |
| WVEC | 14% | \$10,610.53 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----------------|------|-------------------|-----------------|------------------------------|-------|-------------------|--------------|-------------|-------|---------------|-----|------|------|-------|------------|
| E 1 | WAVY | 10/30/12 | 11/02/12 | Today Show 2 Today Show 2 | CM | 9a-10a | - TWTF - - | 1:00 | 2 | \$600.00 | P2 | 0.00 | NM | 2 | \$1,200.00 |
| TODAY SHW2-NBC | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | | Week: 10/29/12 | 11/04/12 | - TWTF - - | | 2 | | \$600.00 | | 0.00 | | | | | |
| E 2 | WAVY | 11/05/12 | 11/06/12 | Today Show 2 Today Show 2 | CM | 9a-10a | MT - - - - - | 1:00 | 1 | \$600.00 | P2 | 0.00 | NM | 1 | \$600.00 |

Order / Rev: 218463
 Alt Order #: 06868908
 Flight Dates: 10/30/12 - 11/06/12

Advertiser: POL/Obama For America (D)
 Product Desc: 10/30-11/6 BARACK OBAMA 60S
 Estimate: 2265
WAVY

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---------------------------|------|-------------------|-----------------|--|-------|--------------------|---------------|------|-------------------|-------------|-----|---------------|--------|-------|-------------|
| TODAY SHW2-NBC | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | MT----- | | | | | 1 | \$600.00 | | 0.00 | | | |
| E 3 | WAVY | 10/30/12 | 11/02/12 | Today Show 3 Today Show 3 | CM | 10a-11a | - TWTF - - | 1:00 | 1 | \$500.00 | P2 | 0.00 | NM | 1 | \$500.00 |
| TODAY SHW3-NBC | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | - TWTF - - | | | | | 1 | \$500.00 | | 0.00 | | | |
| E 4 | WAVY | 11/05/12 | 11/06/12 | Today Show 3 Today Show 3 | CM | 10a-11a | MT - - - - - | 1:00 | 1 | \$500.00 | P2 | 0.00 | NM | 1 | \$500.00 |
| TODAY SHW3-NBC | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | MT - - - - - | | | | | 1 | \$500.00 | | 0.00 | | | |
| E 5 | WAVY | 10/30/12 | 11/02/12 | Hampton Roads Show Hampton Roads Show | CM | 11a-12p | - TWTF - - | 1:00 | 1 | \$150.00 | P4 | 0.00 | NM | 1 | \$150.00 |
| HAMPTN RDS SHW< | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | - TWTF - - | | | | | 1 | \$150.00 | | 0.00 | | | |
| E 6 | WAVY | 11/05/12 | 11/06/12 | Hampton Roads Show Hampton Roads Show | CM | 11a-12p | MT - - - - - | 1:00 | 1 | \$150.00 | P4 | 0.00 | NM | 1 | \$150.00 |
| HAMPTN RDS SHW< | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | MT - - - - - | | | | | 1 | \$150.00 | | 0.00 | | | |
| E 7 | WAVY | 10/30/12 | 11/02/12 | WAVY News 10 @ Noon News 10 @ Noon | CM | 12p-1p | - TWTF - - | 1:00 | 1 | \$250.00 | P3 | 0.00 | NM | 1 | \$250.00 |
| WAVY NEWS10-NN< | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | - TWTF - - | | | | | 1 | \$250.00 | | 0.00 | | | |
| E 8 | WAVY | 11/05/12 | 11/06/12 | WAVY News 10 @ Noon News 10 @ Noon | CM | 12p-1p | MT - - - - - | 1:00 | 1 | \$250.00 | P3 | 0.00 | NM | 1 | \$250.00 |
| WAVY NEWS10-NN< | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | MT - - - - - | | | | | 1 | \$250.00 | | 0.00 | | | |
| E 9 | WAVY | 10/30/12 | 11/02/12 | Today Show M-F Today Show M-F | CM | 7a-9a | - TWTF - - | 1:00 | 1 | \$1,400.00 | P2 | 0.00 | NM | 1 | \$1,400.00 |
| TODAY SHW< | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | - TWTF - - | | | | | 1 | \$1,400.00 | | 0.00 | | | |
| E 10 | WAVY | 11/05/12 | 11/05/12 | Mon Prime Other 2 Monday 8-10op | CM | 8-10p | M - - - - - | 1:00 | 1 | \$4,400.00 | P2 | 0.00 | NM | 1 | \$4,400.00 |
| THE VOICE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | M - - - - - | | | | | 1 | \$4,400.00 | | 0.00 | | | |
| E 11 | WAVY | 10/30/12 | 10/30/12 | Tue Hour 3 Tuesday 10-11p | CM | 10p-11p | - T - - - - - | 1:00 | 1 | \$2,200.00 | P2 | 0.00 | NM | 1 | \$2,200.00 |
| GO ON/THE NEW NORMAL | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | - T - - - - - | | | | | 1 | \$2,200.00 | | 0.00 | | | |
| E 12 | WAVY | 11/04/12 | 11/04/12 | FB Night in Amer Pre Game FB Night in Amer Pre Game | CM | FB Night in Amer F | - - - - - S | 1:00 | 1 | \$1,400.00 | P3 | 0.00 | NM | 1 | \$1,400.00 |
| FOOTBALL NIGHT IN AMERICA | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | - - - - - S | | | | | 1 | \$1,400.00 | | 0.00 | | | |
| E 13 | WAVY | 11/05/12 | 11/05/12 | Today Show M-F Today Show M-F | CM | 7a-9a | M - - - - - | 1:00 | 1 | \$1,400.00 | P2 | 0.00 | NM | 1 | \$1,400.00 |
| TODAY SHW< | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | M - - - - - | | | | | 1 | \$1,400.00 | | 0.00 | | | |
| | | | | | | | | | | | | | Totals | 14 | \$14,400.00 |